

KISS: Build your business with a \$25 product – CALCIUM PLUS

Goal: 6 customers [6 customers will lead to 1 business partner on average and give you ongoing profit]
Do not skip any of the steps.

PREPARATION

STEP ONE: Purchase a case [6 bottles]: 52 BV [the requirement for new distributors]/ \$40 profit
Purchase on credit card and commit to selling it before bill is due. [That is how I built my business –
PRESSURE TO SELL!!!]

STEP TWO: Increase your expertise and belief by listening to Dr. Milan Moores training on calcium [20
minutes]: https://www.unfranchise.com/index.cfm?action=media.unfShare&media_id=af1133a4-a9e2-c667-878b19e5f22af201&app=ufm

- Dr. Moore - Graduate of Yale with Distinction in the Major of Economics - Medical Doctorate and Masters in Public Health from Harvard - Board Certified Orthopedic Surgeon and Fellowship Trained Joint Replacement Specialist in Private Practice, Seattle, Washington.

STEP THREE: Learn the talking points as outlined on the attached Calcium PDF... This will equip you with all your talking points] <http://www.gonowconnection.com/wp-content/uploads/2017/04/isotonix-calcium-plus.pdf>

PROMOTION

STEP ONE: Make a list of 60 people who need calcium. After listening to Dr. Moore you will see that is just about everyone.

STEP TWO: Identify the top 10 [most likely to invest in a high quality supplement.]

- Mother of teen age girls [wow do they need it.]
- Nursing moms
- Those with petite frames [more likely to present with osteoporosis later in life - Those with evidence of osteoporosis - Those who have impairment with calcium absorption [anyone over 50]
- Those who eat a lot of crap creating acidity [see if they will do one good thing for themselves]
- Most everyone needs....

STEP THREE: Ask: Do you take a calcium supplementation? What kind?

- None? - Share Dr. Milan Moores reasoning.
- TUMS? be sure to listen to Dr. M comments about tums
- PILL FORM? Share Isotonix concept. You can send them this video from a cardiologist which shows clearly why isotonix [and ionized calcium] is superior. https://youtu.be/Hwi_s5oqwTI

SELL

- Let them taste a sample
- Sell them a bottle
- Be sure to charge tax/shipping.
- Tell them how to use it.
- Register them as a preferred customer for future purchases.
- Follow up - 2 days to see how they are doing. Remind them to keep in cool, dry place and not to put a wet cap on bottle.]
- 3 week to reorder. - Make an offer: Example: you sell 3 and yours is free....